

Apply Now to Help Update USDA's Loving Support Campaign!

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The USDA Food and Nutrition Service has announced a \$2 million grant in Fiscal Year 2014 to update the USDA's breastfeeding promotion campaign, *Loving Support Makes Breastfeeding Work (Loving Support)*. The goals of *Loving Support* include increasing breastfeeding rates among WIC participants and increasing breastfeeding support among mothers' influencers (their family and friends, health care providers, WIC staff, and relevant community partners).

The grant will support a comprehensive social marketing plan that will include several elements:

- Formative research
- Educational messaging
- Innovative campaign strategies
- Updated promotional materials

Nonprofit organizations, for-profit organizations, and institutions of higher learning with experience in the development of social marketing campaigns are eligible to apply. Special consideration will be given to applicants with expertise in breastfeeding education and/or successful public health social marketing campaigns.

Pass along [this opportunity](#) as appropriate!

If you have any questions, please email womenshealth@hhs.gov.